Abstract ECVP 2006 St. Petersburg: Poster on Face Adaptation

Face adaptation effects: When stable representations are quite flexible

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It is commonly accepted that face representations are quite stable in order to ensure fast and accurate recognition. However, as discussed by Carbon and Leder (in press), face representation must also be flexible enough to be up-to-date. Only a flexible mechanism allows optimized face recognition as faces undergo both rigid and non-rigid changes over time. By employing a face adaptation procedure during which participants were exposed to distorted versions of familiar faces we could show that the subsequent recognition of these faces was strongly biased towards the inspected distorted versions. This adaptation effect could even be shown for a delay of 24 hours between inspection and test phase. Moreover, adaptation occurred in an identity-specific way, including same pictorial and alternative versions of the previously inspected face. The temporal stability and the identity specificity of the effect indicate that this kind of adaptation has not only a perceptual basis but effects representation as well.

Carbon C C, Leder H, in press "The Mona Lisa effect: is 'our' Lisa fame or fake?" Perception

Keywords: face adaptation, perception, representation, identity-specific, pictorial